

## ORDER



**Orders**  
**Order / Rev:** 201725  
**Alt Order #:** 06845036  
**Product Desc:** 9/18-9/24 PRIORITIES USA  
**Estimate:** 1561  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 08/27/12 / 09/06/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Mundy Katowitz Media  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street, Southeast  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN7584/SP7302

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	16	\$4,000.00	\$3,400.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	\$4,000.00	\$3,400.00	0.00
<b>Totals</b>	<b>16</b>	<b>\$4,000.00</b>	<b>\$3,400.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	8%	\$4,000.00
Market	100%	\$50,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	33%	\$16,500.00
WGNT	6%	\$3,000.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$11,500.00
WTVZ	4%	\$2,000.00
WVEC	26%	\$13,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/18/12	09/18/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-T-----	1		\$100.00	0.00							
E 2	WVBT	09/19/12	09/19/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00



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 Product Desc: 9/18-9/24 PRIORITIES USA  
 Estimate: 1561

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WVBT	09/19/12	09/19/12	M-F 6-7p Maury Povich	CM	6-7p	--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$250.00		0.00						
E 15	WVBT	09/24/12	09/24/12	M-F 6-7p Maury Povich	CM	6-7p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$250.00		0.00						
E 16	WVBT	09/22/12	09/22/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
SATURDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$1,000.00		0.00						
													Totals	16	\$4,000.00